

## CLAIMS

What is claimed is:

- 1 1. A method, comprising:  
2 providing a broadcast segment as part of an interactive television  
3 transmission via a first screen;  
4 responsive to a first command received from a user input device, storing  
5 information associated with a transaction related to the broadcast segment that is  
6 capable of being conducted via a second screen; and  
7 responsive to a second command received from the user input device and  
8 subsequent to providing at least a portion of the broadcast segment, retrieving the  
9 stored information associated with the transaction and providing content related to  
10 the broadcast segment.
- 1 2. The method of claim 1 wherein the first and second screens comprise  
2 screens that are capable of being presented by a television set.
- 1 3. The method of claim 1 wherein the first and second screens comprise  
2 screens that are capable of being presented by a computer.
- 1 4. The method of claim 1 wherein providing the content related to the broadcast  
2 segment in response to the second command includes presenting at least some of  
3 the content via the second screen.

1 5. The method of claim 1 wherein at least some of the information associated  
2 with the transaction is capable of being entered via the user input device in  
3 cooperation with the second screen.

1 6. An article of manufacture, comprising:  
2 a machine-readable medium having instructions stored thereon to:  
3 receive a broadcast segment as part of an interactive television  
4 transmission and present the broadcast segment via a first screen;  
5 responsive to a first command received from a user input device, store  
6 information associated with a transaction related to the broadcast segment  
7 that is capable of being conducted via a second screen; and  
8 responsive to a second command received from the user input device  
9 and subsequent to providing at least a portion of the broadcast segment,  
10 retrieve the stored information associated with the transaction and provide  
11 content related to the broadcast segment.

1 7. The article of manufacture of claim 6 wherein the first and second screens  
2 comprise screens that are capable of being presented by a television set.

1 8. The article of manufacture of claim 6 wherein the first and second screens  
2 comprise screens that are capable of being presented by a computer.

1 9. The article of manufacture of claim 6 wherein the instructions to provide the  
2 content related to the broadcast segment in response to the second command  
3 includes presenting at least some of the content via the second screen.

1 10. The article of manufacture of claim 6 wherein at least some of the information  
2 associated with the transaction is capable of being entered via the user input device  
3 in cooperation with the second screen.

1 11. A client apparatus for an interactive television, the client apparatus  
2 comprising:

3 a communication interface to receive supplemental information as part of a  
4 broadcast segment in an interactive television transmission and to present the  
5 broadcast segment and supplemental information via a first screen;

6 a processor responsive to a first command received via the communication  
7 interface from a user input device to trigger storage of data associated with a  
8 transaction related to the broadcast segment that is capable of being conducted via  
9 a second screen; and

10 a storage unit to store the data associated with the transaction related to the  
11 broadcast segment and to store at least a portion of the supplemental information in  
12 response to the first command, the processor being responsive to a second  
13 command, received via the communication interface from the user input device and  
14 subsequent to display of at least a portion of the broadcast segment, to retrieve the  
15 stored data and some of the supplemental information from the storage unit and to  
16 provide the retrieved data and supplemental information for viewing by an end user.

1 12. The client apparatus of claim 11 wherein the first and second screens are  
2 capable of being presented by a television set.

1 13. The client apparatus of claim 11 wherein the processor is responsive to  
2 another command received from the user input device to display the second screen.

1 14. The client apparatus of claim 11 wherein the processor is capable to provide  
2 at least some of the retrieved data and supplemental information via the second  
3 screen.

1 15. The client apparatus of claim 11 wherein at least some of the data  
2 associated with the transaction is capable of being entered via the user input device  
3 in cooperation with the second screen.

1 16. A system, comprising:  
2 a television network connectable to a communication network to provide a  
3 broadcast segment, having supplemental information, as part of an interactive  
4 television transmission via a first screen; and  
5 a client terminal coupleable to the television network, the client terminal  
6 including:  
7 a communication interface to receive the supplemental information as  
8 part of the broadcast segment;  
9 a processor responsive to a first command received via the  
10 communication interface from a user input device to trigger storage of data  
11 associated with a transaction related to the broadcast segment that is  
12 capable of being conducted via a second screen; and  
13 a storage unit to store the data associated with the transaction related  
14 to the broadcast segment and to store at least a portion of the supplemental  
15 information in response to the first command, the processor being responsive  
16 to a second command, received via the communication interface from the  
17 user input device and subsequent to display of at least a portion of the

18 broadcast segment, to retrieve the stored data and some of the supplemental  
19 information from the storage unit and to provide the retrieved data and  
20 supplemental information for viewing by an end user..

1 17. The system of claim 16 wherein the first and second screens are capable of  
2 being presented by a television set coupled to the client terminal.

1 18. The system of claim 16 wherein the processor is responsive to another  
2 command received from the user input device to display the second screen.

1 19. The system of claim 16 wherein the processor is capable to provide at least  
2 some of the retrieved data and supplemental information via the second screen.

1 20. The system of claim 16 wherein at least some of the data associated with  
2 the transaction is capable of being entered via the user input device in cooperation  
3 with the second screen.